

## BPM Paper Endorses the Paper & Packaging- How Life Unfolds® Promotional Campaign

Peshtigo, Wis.- BPM Inc., Wisconsin based paper mill, celebrates Paper & Packaging – How Life Unfolds® promotional campaign from the Paper and Packaging Board. The Paper & Packaging – How Life Unfolds® campaign is an industry-funded effort to highlight the important role paper and packaging play in lives, helping to accomplish goals and keep goods and products safe.

“We are pleased to see the Paper & Packaging – How Life Unfolds® campaign in the market,” said Jim Koronkiewicz, BPM General Manager. “Our mill has made paper for over 75 years and while we have observed the increased use in technology, statistics show that paper usage creates a long-lasting impression and helps aid communication. The use of promotional videos, information and new brand ambassadors help to strengthen the consumer connection established by the campaign.”



A recent promotional video features paper use in a boardroom to help execute a flawless meeting and states “Paper prepares us for success, it inspires discussions, showcases the best ideas, and motivates decisions. Because everyday paper propels productivity.” [View](#)

Authorized by federal legislation, P+PB was created to administer the Paper and Paper-Based Packaging Promotion, Research and Information Order, to help stem the decline of paper use and increase the demand for paper-based packaging. This allows manufacturers and importers of these products to band together for the purposes of promotion, education and research, and joins numerous other agricultural checkoffs that work through the USDA on behalf of their respective industries such as Got Milk® and Cotton The Fabric of our Lives®.

In February, The Paper & Packaging – How Life Unfolds® campaign revealed two new animated characters to help consumers nationwide recognize and remember the value of paper in their everyday lives. Consumers will meet the new characters on TV, in magazines such as *US Weekly*, *Forbes*, *Delta Sky*, *ESPN*, *HGTV Magazine* and *Parents Magazine*, via digital ads on platforms like Hulu, and across more digital and social media channels.

According to the [digital video](#) that features paper use in a boardroom to help execute a flawless meeting, “Paper prepares us for success, it inspires discussions, showcases the best ideas, and

motivates decisions. Because everyday paper propels productivity.” To learn more about the campaign, visit [www.howlifeunfolds.com](http://www.howlifeunfolds.com) and [www.paperandpackaging.org](http://www.paperandpackaging.org).

The Wisconsin based paper mill's signature line, [Envirographic™ 100](#), is made from 100% post consumer recycled paper, FSC® C019220 Certified, and used in the printing industry, consumer and retail, and bag manufacturing. BPM Inc. also manufactures specialty papers for the flexible packaging, food, and confectionery industries. In addition, the mill offers in-house custom toll printing, coating and converting under one roof, making the operation unique to the industry. [www.bpmpaper.com](http://www.bpmpaper.com)